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PROPOSED EMBARCADERO WATERFRONT PARK MOVES FORWARD AFTER BOARD OF SUPERVISORS APPROVAL

Renovations to Embarcadero Plaza and neighboring Sue Bierman Park will advance Downtown revitalization efforts, stimulating small businesses and commercial corridors

SAN FRANCISCO – Mayor Daniel Lurie announced San Francisco's Board of Supervisors has unanimously approved legislation calling for a new civic partnership to transform Embarcadero Plaza into a new and vibrant Downtown park.

The legislation will allow the City (Recreation and Parks Department and Office of Economic and Workforce Development) to enter into a partnership agreement with real estate developer BXP, and the community benefit district Downtown SF Partnership to redesign and improve Embarcadero Plaza and the adjacent Sue Bierman Park.

The public-private partnership calls for BXP Embarcadero Plaza LP, or BXPE, to spend approximately $2.5 million on a design, while Rec and Park and Office of Economic and Workforce Development (OEWD) would commit to jointly working towards securing up to more than $15 million in public funding for the project. In addition, BXPE and Downtown SF Partnership would commit to working to secure up to $10 million in private funding.

A new, reimagined Embarcadero Plaza Mayor Lurie's vision for Downtown.....

MAYOR LURIE QUOTE

SUPERVISOR SAUTER QUOTE

Under the agreement, all partners would work together on public outreach to ensure the renovated plaza meets the needs of the community. Possible renovations could include residential infrastructure such as resident-serving amenities like a new children's playground, spaces for entertainment, or a marketplace similar to the one currently along Market Street.

"With the Ferry Building just across the street and the Bay Bridge in the backdrop, Embarcadero Plaza's strategic position between Downtown and the iconic waterfront has always been its greatest asset," **said Rec and**

Park General Manager Phil Ginsburg. “Now, thanks for this public-private partnership, we have the opportunity to revive this unique space and transform it into the vibrant community hub it’s always been meant to be.”

The voter-approved November 2024 ballot measure Proposition B (Healthy, Safe, and Vibrant San Francisco Bond) includes up to $41 million in funding to improve and modernize public spaces in Downtown.

“This game-changing partnership is igniting a new era for our Downtown,” **said Sarah Dennis Phillips, Executive Director, OEWD.** “We are paving the way for Embarcadero Plaza to realize its full potential as a vibrant community gathering space, one that will attract more businesses, tourists, and residents to San Francisco.”

As San Francisco's largest commercial real estate landlord, BXP leveraged its unique perspective and close proximity to Embarcadero Plaza to envision a bold transformation of the underutilized space in late 2023. Earlier this year, BXP presented conceptual plans for the Plaza's renovation to the City, to spark discussion and share a reimagined vision to enhance its value for the community.

“We are grateful for the Board’s unanimous decision to advance plans for the reimagining of Embarcadero Plaza and are confident that this collaborative process will result in a world-class destination befitting the heart of San Francisco,” **said Aaron Fenton, Senior Vice President of Development at BXP.** “Our partnership with the City and SF Rec & Park will enhance the Plaza’s vitality and accessibility, creating a nexus for residents, office workers, and visitors alike to enjoy the City's ongoing revitalization. We look forward to working closely with our partners and the community to progress discussions around the Plaza’s design and development in the new year.”

“Embarcadero Plaza is a vital link between San Francisco’s bustling downtown and our stunning waterfront, yet its potential has not been fully realized,” **said Robbie Silver, President and CEO, Downtown SF Partnership.** “The newly approved private public partnership agreement will drive the transformation to unlock opportunities for residents, workers, and visitors alike, making it a dynamic, inviting space for all. We need the community to come together and help create a vibrant waterfront destination that will elevate the City's cultural life for generations to come.”

“We’re thrilled about the Embarcadero Plaza project led by BXP, SF Recreation & Park, and the Downtown SF Partnership. This new park has the potential to become a vibrant hub, drawing both locals and visitors to San Francisco. Personally, it evokes fond memories of my childhood, running around Embarcadero Plaza with my little brother and friends. As a proud local

business, Harborview Restaurant & Bar is excited to see the addition of greenery, amenities, and attractions that will make the area even more welcoming for everyone to enjoy," **stated Karen Wong, co-owner of Harborview Restaurant & Bar.**

"The Port is excited this innovative plan is advancing and we are eager to collaborate with city departments, BXP, and the community to design an inviting open space that delights the public and compliments our vibrant and inclusive waterfront," **said Port of San Francisco Executive Director Elaine Forbes.**

Residents are encouraged to provide input on the future of Embarcadero Plaza at a community meeting at 4 Embarcadero Center on Thursday, March 6 from 5 to 7 p.m.

Over the past year, the City has invested significant effort into reinvigorating Embarcadero Plaza.

- In November 2023, Rec and Park installed two pop-up padel courts, with a third court installed in October 2024. The courts are the only public padel courts in Northern California.
- In July 2024, 5,000 people descended on the plaza to enjoy a free Downtown concert held by Another Planet, Dirtybird: Back to Baysics featuring Sacha Robotti, Mz Worthy, Smalltown DJs, & Deron Delgado b2b Moody Jones.
- In August 2024, the City launched the free pilot summer series Bricks at Embarcadero Plaza, bringing fun weekly scheduled activities to Downtown, including trivia nights, dance lessons, DJs, live music, happy hours, and more.
- In September 2024, the San Francisco Shakespeare Festival held its long running summer series Free Shakespeare in the Park at Sue Bierman Park for the first time, featuring a production of the classic "The Tempest."

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